

Music

Independent.co.uk usage:

- 149% more likely than the national average to have sourced information about CDs
- 148% more likely than the national average to have sourced information about music/video downloads
- 61% more likely than the national average to have sourced information about tickets for events

75%

of Independent.co.uk users have used the Internet to download/listen to music/radio in the past 6 months

49%

are likely to go to any concerts or gigs

50%

are likely to have used the Internet to download music in the past 6 months

52%

of Independent.co.uk users have used the Internet to listen to a radio station in the past 6 months

Independent.co.uk users:

- 74% listen to music/radio online whilst surfing
- 56% watch TV/video online
- 37% participate in on-line chat
- 33% bought CDs online in the last 6 months

Source: TGI Net (Jul 09-Jun 09)



Independent.co.uk users:

18% have bought music products online in the past 3 months

38% enjoy going to music concerts/gigs in their spare time

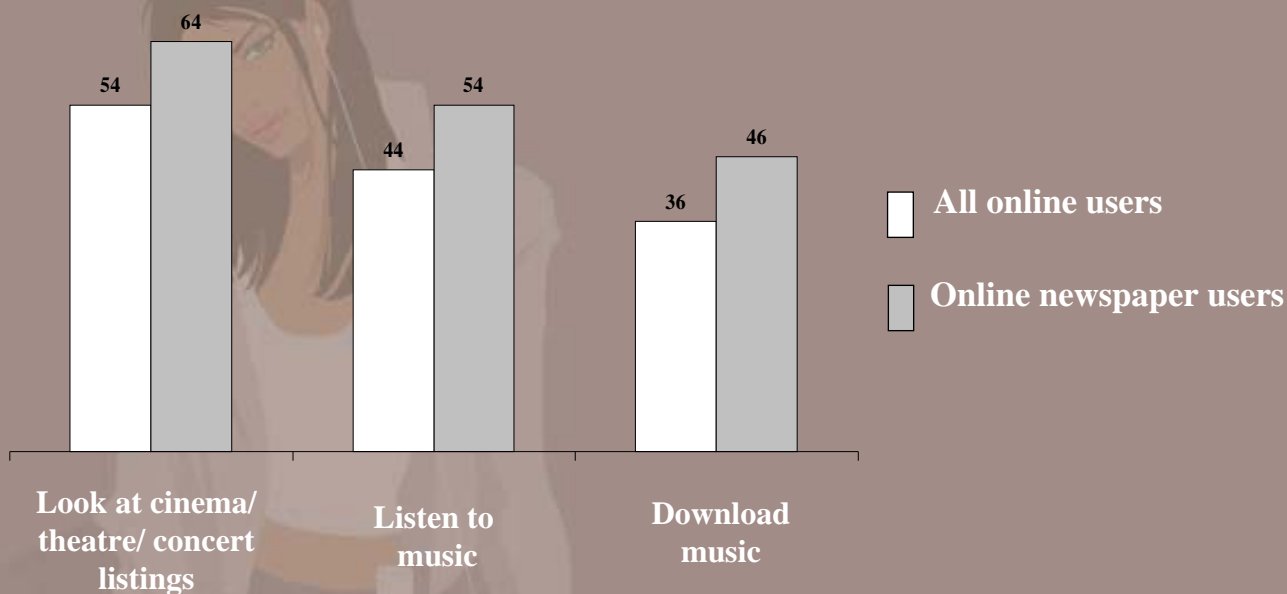
75% enjoy listening to music in their spare time

(figures are higher than all UK internet users and all online newspaper users)

Source: UK Internet User Monitor Q4 2009 (Forrester)

Online Newspaper Users are more active online:

50% of online newspaper users have visited music sites within the last 6 months compared to 40% of all internet users



Source: BMRB Internet Monitor (NMA Press Click)

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